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U. S. Department of Agriculture

# Retail Price List

## 1945



Iowa  
Grown

# *Gladiolus*

Bulbs  
Bulblets



Varieties of Merit  
for  
Dependable Performance



## HAROLD STEARNS

Estherville, Iowa



# *To all Gladiolus Growers, Greetings:*

The year 1944 marks the passing of 18 years time during which I have attempted by reason of my admiration for them, the culture of our modern Gladiolus. During this period of time, I have tried out, to discard later, a vast array of them—some because they were not up to the standard of what I knew the better ones to be capable of and many because of personal preferences—this latter reason being one which I find can not be carried out to the exclusion of not raising them for others who may prefer them, still maintaining the policy of not offering for sale such as I believe not worthy of culture. There are being grown and will be for some time to come, many of the older varieties which still hold their own in merit against competition of newer originations offered each year. Each year sees many new offerings which are outstanding. In this, my third attempt of listing corms for sale, I shall try to cover the entire color range so far as possible with representative values from both the old and the new. Certain varieties will not do their best every year in all localities, or under adverse conditions. None should expect to grow exhibition spikes simply by planting bulbs in the ground and then neglecting culture, spraying, etc. Given proper attention, I know of no other in the floral kingdom quite as responsive as our modern Gladiolus. Instructions covering all phases of culture are included in each shipment of bulbs we send out.

## **BULB SIZES**

Bulbs are herewith classified as being L., for large, M., for medium and S., for small. L sizes consist of Nos. 1 and 2. 1's being over 1½ inches and 2's from 1¼ to 1½ inches in circumference. M sizes consist of Nos. 3 and 4's, 3's being between 1 and 1¼ and 4's between 1 and ¾ inches in circumference. S sizes are Nos. 5 and 6's, 5's being between ½ and ¾ and 6's are under ½ inch circumference. In making up orders under named sizes we attempt to make an equal representation of bulbs as between the two in that class insofar as our stock at the time will allow. Planting large size bulbs of any variety is no positive indication that you may have only the largest size bloom possible from that specific origination unless you are sure of the age of the bulb planted—large planting stock sometimes has passed its age cycle for maximum flowering productivity. Small sized bulbs in many of our later originations make an amazing flower spike. Buy only young vigorous stock to obtain ultimate productivity.

## **BULBLET STOCK**

The statement that certain varieties of Gladiolus Bulblets do not germinate to a high percentage of the number planted is true if taken in the sense as we culture them. Gladiolus in its originality was a native of equatorial Africa, its natural environment the wet "rainy" season during which it grew, and the arid "dry" season during which it remained dormant, its "resting" period. With the tendencies of Nature to perpetuate herself against adversities—some Bulblets would germinate the first growing season, many not until after succeeding ones. It has been discovered in our modern culture that in order to produce a greater germination of Bulblets during our season's planting period that we may obtain fair results by soaking Bulblets in water for a period of time shortly previous to their being planted. An even better method, one practiced by many before planting the rarer high priced ones, is to peel or at least break their hard shell by rolling between thumb and finger. One of the very latest methods highly recommended is the chemical treatment, where-

by the product "New Improved Ceresan," also "Lysol," are used in solution to soak the Bulblets in before planting, resulting successfully as to germination results in addition to disease control. (See "Chemical treatment for Bulblets," N.E.G.S., Supplement-April, 1944.) Adverse opinion as to the size of planting stock needed to produce good bloom notwithstanding, many of our later origination varieties will produce an astonishing percentage of large size bloom even from Bulblet stock.

In consideration for those prospective customers who choose and purchase by color rather than by name, we list our offerings under the different Color Classifications as used at the 25th Anniversary Exhibition of the New England Gladiolus Society, Inc., as of August, 1944. Each color class contains all shades of that color together with and without markings.

WHITE—Edith Grace—Leading Lady—Margaret Beaton—Snow Princess—Snow White—Surfside and Zacatey.

CREAM—Capri—Corona—Gardenia—Jersey Cream—Lotus — Lady Jane and White Gold.

YELLOW—Golden Chimes—Golden Fleece—Golden Teton—Harvest Moon—Ruffled Gold and Yellow Peril.

BUFF—Amulet—Bingo and Paradise.

ORANGE—Bit-o-Heaven—Barcarole—Coral Glow—Gladdie Boy and Rio Rita.

SALMON—Debonair—Glamis—Kings Ransom—Margaret Fulton—Mildred Louise and Treasury Gold.

SCARLET—Dr. F. E. Bennett—Flaming Meteor—Mercury—Princess Ruby—Regent and Rocket.

PINK—Alfred E. Smith—Alandale—Ethel Cave Cole—Greta Garbo—New Era—Nola—Olive Goodrich—Peggy Lou—Queen Helen II—Rosa van Lima—Royal Pink—Sonatine and Wings of Song.

RED—Blaze—Black Opal—Dr. Hoeg—Kenwood—Malay Chief—Red Phipps—Red Charm—Red Lightning—Stoplight and Thunderbird.

ROSE—Dream of Beauty—Hildred—Indian Princess—Leona and Silvery Teton.

LAVENDER—Beowolf—Badger Beauty—Colonial Maid—Early Melody—Lavender Ruffles—Mauve Magic and Queen of Bremen.

PURPLE—Elanora—Gloaming—King Lear—Purple Beauty—Ramasses and Parnassus.

SMOKY—Buckeye Bronze—Bagdad—Irak and Mother Machree.

A.O.C.—Evyleen Stinson—Goldenheart and Vagabond Prince.

## TERMS AND PRICES

Minimum size of orders accepted, \$2.00, cash with order, or one-fourth down will hold order until shipping time. These will be prepaid in the U. S. All bulbs and bulblets stock is limited and subject to prior sale. No orders will be accepted after May first. Extras will be given on orders according to size of the order and where stock on hand permits. We aim to ship only healthy stock true to name and size but no further guarantee is implied in the sale other than that if, after receiving shipment same is not as represented, notify by returning at once and your purchase price will be refunded to you. My stock is Iowa State Inspected, Certificate No. 125.



## RECENT ORIGINATIONS

**BLAZE**—Lins 1940. A large scarlet red similar in appearance but darker than Rocket which for me throws a longer length spike with a larger bloom. A Maryland Trial Grounds Award of Merit Glad. Medium each 10c. Small 5c. Bulblets 50, 25c.

**BADGER BEAUTY**—Krueger 1941. A medium lavender with a cream throat. Very reliable cutter from all sizes of bulbs. Has fine record of winnings at all shows. Medium each 15c. Small 10c. Bulblets 25, 50c.

**BUCKEYE BRONZE**—Wilson 1940. Long flower head of an outstanding bronze. Fine for exhibitor. Large each 40c. Medium 30c. Small 20c. Bulblets 10, 25c.

**CAPRI**—Fischer 1942. A large ruffled cream which opens 5 inch blooms on tall stems that never crook. Medium 2, 25c. Small 5, 25c. Bulblets 50, 25c.

**CORONA**—Palmer 1940. This popular large cream with pink edge in great demand with all growers. Small 4, 25c. Bulblets 20, 25c. 100, \$1.00. ½ pt., \$5.50.

**ETHEL CAVE COLE**—Cole 1941. A large light pink with tall straight stems. Bulblets germinate well and produce good spikes. Large each 15c. Bulblets 20, 25c.

**ELANORA**—Errey 1940. An outstanding maroon purple. Bulbs have been in much demand. Small each 25c. Bulblets 15, 50c.

**EDITH GRACE**—Harder 1941. Large white with prominent wine colored markings. One for the hobby grower. Large each 30c. Medium 20c. Bulblets 10, 25c.

**GOLDEN TETON**—Zimmer 1942. Capable of being one of the most gorgeous of the yellows, this past season it was great. Large each 30c. Medium 20c. Small 10c. Bulblets 20, 25c.

**GRETA GARBO**—Pfitzer 1940. A very pale pink, popular and bulbs in great demand. Large each 15c. Small 3, 10c. Bulblets, 20, 25c.

**GLAMIS**—Palmer 1940. Beautiful large light salmon, always dependable. Large each 30c. Bulblets 10, 20c. 100, \$1.50.

**KENWOOD**—Lins 1943. A large pure red with no markings. Grows tall straight spikes with fine flower heads which open well when cut in tight bud. Small each 15c. Bulblets 10, 35c.

**LADY JANE**—Lake 1941. This outstanding cream might rightfully be called the Cinderella of its color class. Beautiful waxy texture, dependable performance, a favorite with all who have ever grown it. Large each 20c. Small 10c. Bulblets 20, 15c. 100, 60c.

**LEADING LADY**—Johnston 1942. A creamy white sport of Picardy already a big winner at the shows. Large each 60c. Medium 40c. Bulblets 10c each. 10, 80c.

**MERCURY**—Lins 1941. A new brilliant vermillion red. Makes a beautiful cut flower. Good propagator. Small each 20c. Bulblets 10, 50c.

**PURPLE BEAUTY**—Blaume S. 1940. A fine, large deep purple, dependable. Medium 3, 20c. Small, 2, 10c. Bulblets, 50, 25c.

**PRINCESS RUBY**—Wilson 1941. A new scarlet red, florists favorite. Long flower head, good form, fast propagator. Large each \$1.00. Small 25c. Bulblets 15, \$1.00.

**PARNASSUS**—Ristow 1942. A very deep purple with a velvety texture. Good propagator, germinator and healthy grower. Large each 15c. Medium 10c. Small 2, 10c. Bulblets 25, 25c.

**ROSA van LIMA**—Evans 1940. An extra fine pink, very uniform and dependable. Large each 10c. Medium 2, 15c. Small 3, 10c. Bulblets, 25, 15c.

**ROCKET**—Palmer 1941. A very good scarlet. Medium 2, 15c. Small 3, 10c. Bulblets 50, 25c.

**RIO RITA**—Lins 1941. Popular exhibition ruffled orange. Large each 35c. Medium 25c. Small 15c. Bulblets 10, 35c, 100, \$2.50.

**RED LIGHTNING**—Pruitt 1940. A bright red with a cream blotch. Good demand for this stock. Large each 15c. Small 3, 15c. Bulblets 25, 25c.

**STOPLIGHT**—Lins 1942. One of the best reds, makes a show flower that wins at all of the shows. Very popular. Fine propagator and all around dependable. Large each 25c. Medium 20c. Small 10c. Bulblets 10, 25c. 100, \$1.50. 1,000, \$12.00.

**SILVERY TETON**—Zimmer 1940. A dark rose that is always dependable, once you see this beautiful Glad to know it, can be singled out from among all the rest. If I could have but one from this color class, my choice would be Silvery Teton. Large each 30c. Medium 20c. Small 15c. Bulblets 10, 25c.

**THUNDERBIRD**—Kaylor 1940. A large, very dark red. Medium each 15c. Small 3, 25c.

**TREASURY GOLD**—Wilson 1940. A tall, large golden salmon that has many open. Large each 20c. Medium 15c. Small 2, 15c. Bulblets 20, 15c.

**WHITE GOLD**—Dr. Sheer 1941. Probably one of the best known new creams of them all. If you have never experienced trying to stock from bulblets, try out a few of these. Large each 45c. Medium 25c. Small 15c. Bulblets 10, 25c. 100, \$2.00.

## GENERAL PRICE LIST

Do not break the amount in each item. Order just as listed. In ordering please give second choice, where possible. Most of these stocks are limited as to quantity.

	L.	M.	S.	Blbs.
Alfred E. Smith (Kundred) Dark pink.....	5-25	6-20	6-15	50-15c
Amulet (Palmer '38) Light buff .....	3-25	5-25	6-20	50-20c
Alandale (Brauer '38) Dark pink .....	4-25	6-25	6-25	
Bewolf (Nitchman) Lavender .....	4-25	6-25	6-15	
Bit o Heaven (Crow '37) Orange.....	4-25	6-25	4-15	50-15c
Bingo (Canine '39) Creamy light buff .....			6-20	50-20c
Blaze (Lins '40) Scarlet red.....		.10	.05	50-25c
Badger Beauty (Krueger '41) Lavender .....		.15	.10	25-50c
Buckeye Bronze (Wilson '40) Smoky .....	.40	.30	.20	10-25c
Bagdad (Palmer '30) Smoky .....		6-25	6-20	50-15c
Black Opal (Errey '36) Black red .....	3-25	5-25	5-15	50-20c
Barcarole (Palmer '37) Red orange.....	3-25	5-25	5-15	50-20c
Coral Glow (Ellis '37) Light orange.....	2-25	3-25	6-25	50-25c
Colonial Maid (Young '38) Lavender .....	.10	3-20	5-20	50-20c
Capri (C. Fischer '42) Cream .....		2-25	5-25	50-25c
CORONA (Palmer '40) Cream .....			4-25	20-25c
Dr. F. E. Bennett (Diener '21) Scarlet .....	2-15	3-15	5-15	
Dr. Hoeg (Hoeg '33) Dark red .....	4-25	6-25	6-15	
Dream-o-Beauty (Zimmer '31) Rose .....	2-15	5-25	6-15	
Debonair (Palmer) Light salmon .....	3-25	5-25	6-20	50-15c
Early Melody (Arenius) Lavender .....	.25	.15		
Evyleen Stinton (Symons) A.O.C. ....	3-25	5-25	4-15	
Ethel Cave Cole (Cave '41) Light pink .....	.15			20-25c
Edith Grace (Harder '41) White-wine .....	.30	.20		10-25c
Elanora (Errey '40) Purple .....			.20	5-15c
Flaming Meteor (Mitsch '34) Scarlet .....	4-25	5-25	5-15	
Gloaming (Zimmer '37) Purple .....	3-20	5-25	5-15	50-15c
Golden Chimes (Ellis '29) Light yellow .....	2-15	3-15	5-15	
Golden Fleece (Ellis) Deep yellow .....	3-25	5-25	6-20	
Golden Teton (Zimmer '42) Deep yellow .....	.30	.20	.10	20-25c



Gardenia (Sheer '38) Cream .....	2-15	3-15	5-15	50-20c
Gladdie Boy (Purcell '26) Orange .....	6-25	6-20	6-15	
Greta Garbo (Pfizer '40) Light pink .....	.15		3-15	20-25c
Goldenheart (Fischer '40) A.O.C. ....		.20	.10	10-25c
Glamis (Palmer '40) Light salmon .....	.30			10-20c
Harvest Moon (Jack '37) Light yellow.....	3-25	5-25	8-25	50-20c
Hildred (Love '38) Deep rose .....	3-25	5-25	6-20	
Indian Princess (Zimmer '37) Deep rose .....	3-25	5-25	6-20	
Irak (Palmer '37) Smoky grey .....	4-25	6-25	6-15	50-15c
Jersey Cream (Evans '37) Cream .....	4-25	6-25	6-15	50-15c
Kings Ransom (Almey '38) Deep salmon .....	4-25	6-25	6-15	
Kenwood (Lins '43) Red .....			.15	10-35c
King Lear (Palmer '38) Purple .....	2-15	3-15	6-15	50-20c
Lavender Ruffles (Wilson '39) Lavender .....	3-25	5-25	6-20	
Lotus (Prestgard '29) Cream .....	3-25	5-25	6-20	
Lady Jane (Lake '41) Cream .....	.20		.10	20-15c
Leading Lady (Johnston '42) White .....	.60	.40		10-80c
Leona (Pruitt '38) Dark rose .....		3-15	5-15	50-20c
Marg. Fulton (Ogrodnichek '32) Salmon .....	3-20	5-25	8-25	50-15c
Margaret Beaton (Twomey '37) White .....	.10	3-20	5-20	50-20c
Mauve Magic (Arenius '33) Lavender .....	4-25	6-25	6-15	
Mildred Louise (Wentworth '32) Salmon .....	3-25	5-25	6-20	
Mother Machree (Stevens '27) Smoky .....	4-25	6-25	8-20	
Malay Chief (Wilson '39) Black red .....		2-15	3-15	50-25c
Mercury (Lins '41) Scarlet .....			.20	10-50c
New Era (E & M '35) Light pink .....	2-25	3-25	5-25	
Nola (Brauer '37) Dark pink .....	4-25			50-15c
Olive Goodrich (Goodrich '26) Light pink.....	3-25	5-25	6-20	
Parnassus (Ristow '42) Purple.....	.15	.10	2-10	25-25c
Peggy Lou (Wilson '38) Dark pink .....	4-25	6-25	8-20	50-15c
Purple Beauty (Roozen '40) Purple .....		3-20	2-10	50-25c
Princess Ruby (Wilson '41) Scarlet red .....	1.00		.25	15-1.00
Paradise (Pruitt '36) Buff .....	4-25	6-25	10-25	50-15c
Queen Helen II (Salbach '34) Light pink.....	3-25	5-25	6-20	
Queen of Bremen (Zimmer '28) Lavender .....	4-25	6-25	8-20	50-15c

Red Phipps (Briggs '32) Red .....	3-25	5-25	5-15	50-15c
Rosa van Lima (Evans '40) Light pink .....	.10	2-15	3-15	25-15c
Royal Pink (Ellis '35) Dark pink .....	2-20	3-20	3-15	
Ruffled Gold (Goodrich '26) Light yellow.....	3-25	5-25	6-20	
Ramesses (Stevens '28) Purple .....	2-20	3-20	3-15	
Rocket (Palmer '41) Scarlet .....		2-15	3-10	50-25c
Red Charm (Butt '39) Dark red .....	.20	.15	.10	20-20c
Red Lightning (Pruitt '40) Blotched red .....	.15		3-15	25-25c
Regent (Palmer '38) Scarlet .....	3-25	5-25	6-20	50-25c
Rio Rita (Lins '41) Orange .....	.35	.25	.15	10-35c
Sonatine (Pfizer '35) Light pink .....	3-25	5-25		50-20c
Snow Princess (Pfizer '39) White.....	3-25			50-20c
Snow White (Palmer '39) White .....	.20		3-15	25-20c
Silvery Teton (Zimmer '40) Dark rose .....	.30	.20	.10	10-25c
Stoplight (Lins '42) Red .....	.25	.20	.10	10-25c
Surfside (Winsor '37) White .....	.10	3-15	3-10	50-25c
Thunderbird (Kaylor '40) Dark red .....		.15	3-25	
Treasury Gold (Wilson '40) Dark salmon .....	.20	.15	2-15	25-15c
Vagabond Prince (Palmer '35) A.O.C. ....	4-25	6-25	6-20	50-15c
Wings of Song (Ellis '35) Dark pink .....	.10	2-15	3-15	50-25c
White Gold (Sheer '41) Cream .....	.45	.25	.15	10-25c
Yellow Peril (Ellis '38) Dark yellow .....		.15	.10	10-25c
Zacatey (Zimmer '38) White with markings.....	.75		.35	5-20c

The following bulblet stock is offered in limited amounts only—  
 Beltrima, 10—20c. Destiny, 10—\$1.25. Elizabeth the Queen, 10—40c.  
 Exemplar, 10—\$2.00. Mrs. Marks Memory, 10—75c. Readington, 10—50c.  
 King Wm., 10—15c. Oregon Gold, 10—50c. Glamis, 10—20c. Harmau,  
 15—15c. Sensation, 20—15c. Stella Antisdale, 15—15c.

## MIXED VARIETIES

Although in our plantings we never do otherwise than keep all varieties separate, some people like to raise a few Glads not caring to do this. We have made up a mixture for such, trying to include the entire color scale about equally, consisting of only good variety values in blooming size bulb stock, at the following quotation—50 bulbs for \$2.00—100, \$3.50.

## BULBS AS REMEMBRANCE GIFTS

We have had numerous requests to make up differently sized parcels consisting of bulbs to be given as presents. No better remembrance might be given than this. For those wishing to do so, we will make up separate parcels in any amount desired for the purpose of gift occasions, mailing announcement card of yourself as donor with the same to any party designated.

## SOME FOLKS OPINIONS

OFFICE OF THE STATE ENTOMOLOGIST  
AMES, IOWA

November 6, 1944.

Mr. Harold Stearns:

. . . I was at your place to inspect your Gladiolus bulbs last week. Your certificate . . . is enclosed herewith. When you get out a list I shall be glad to receive a copy of the same.

(Signed) H. Ness, Assistant State Entomologist.

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Winchester, Va., Dec. 1, 1944.

Dear Sir:

The bulb order arrived today. The bulbs are real nice and many thanks for the extras and overcount. I am well pleased and don't forget to let me know when you have more bulbs to sell.

C. M. Russell.

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Ft. Dodge, Ia., Oct. 30, 1944.

Harold Stearns:

I can still see in my minds eye the wonderful blooms your Glad patch flaunted when I was up to see you a month or so ago. . . Enclosed check for order.

Richard A. Lindberg.

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Seneca, Ill., Oct. 10, 1944.

Mr. Harold Stearns:

You may ship, at your convenience, the following order for which I am enclosing money order for \$35.50. You may substitute or double on any item, but do not send a refund check.

Lloyd Bentz.

## GLADIOLUS SOCIETIES

We believe that all those growing Gladiolus should join their Local and State Chapters, also our National, represented by the "New England Gladiolus Society, Inc." Many of the State Societies mail out bulletins to their membership containing news and information worth many times the cost of the individual yearly dues.

**SUPPLEMENT MEMBERSHIP** in the New England Gladiolus Society at \$2.00 per year is what you really want if you can afford it. This entitles you to a deluxe, flexible, imitation leather-bound copy of **THE GLADIOLUS** issued in January. You will receive also April, July and October Supplements (about 32 pages each) containing current information and seasonable articles on planting, fertilizing, growing for and shipping to shows; the listing of over forty show dates on this continent; harvesting, curing, storing; reporting of over forty shows; also news from twenty-seven affiliated Gladiolus societies from coast to coast and from foreign sources.

**REGULAR MEMBERSHIP** (Book only) \$1.25 per year.

Regular cloth-bound copy of "The Gladiolus" for the current year, and membership privileges of the society.

Address:

Albin K. Parker, Secretary, Box 2, Norwood, Mass.

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## FORMULAS FOR SPRAYS AND DIPS

Thrip spray.

2 ounces of Tartar Emetic.

2 ounces of brown sugar.

3 gallons of water.

Mix well and spray weekly after foliage is about four inches high.

Bulb dip—highly effective for bulb disease and thrip bulb infestation.

1 tablespoon of Lysol.

1 gallon of water.

Soak 4 to 6 hours duration, preceding planting.

1 oz. "New Improved" Ceresan.

3 gallons water.

Must be used with caution. Do not leave bulbs in solution to exceed 20 minutes, and plant same day as treated.



# GLADIOLUS

**Bulbs**  
**Bulblets**

Other variety—same color.....Other variety—equal quality.....

